



Chennai, 1 February 2012
For immediate release

WAN-IFRA Appoints Representative in Bangladesh

To take WAN-IFRA services closer to publishers in the country

The World Association of Newspapers and News Publishers (WAN-IFRA) has appointed Drik Picture Library Ltd., the leading picture and news agency of Bangladesh, as its representative in the country, in a move to bring WAN-IFRA's services closer to local publishers.

As each country in the Indian sub-continent displays unique characteristics and challenges, the representation will help to address the specific needs of Bangladesh's publishers and will include local media events and training.

“We are very happy to appoint Drik Picture Library as our representative in Bangladesh,” said Magdoom Mohamed, Managing Director of WAN-IFRA South Asia. “Our relations with Dr. Shahidul Alam, Managing Director of Drik Picture Library, goes back to more than 8 years and we share some common ideas of what needs to be done to help improve the media industry in Bangladesh. We are confident that this relation will go a long way, and, with Drik's respected position in the country, it will enable seamless rendering of all WAN-IFRA services to the publishers in the country.”

Dr. Shahidul Alam said: “Drik has found a natural partner in WAN-IFRA, as both are trade organizations with a human right's mandate. The Newspapers in Education programme is also an area where the mutual interest in media and education of both organisations provide synergy. Drik's pioneering role in new media and ICT creates a clear path for the partnership to utilise the dynamism in Asian media and propel it to new heights.”

WAN-IFRA already has a publisher member in Bangladesh, The Independent daily newspaper.

This year, WAN-IFRA will organise its twentieth annual South Asian Conference, WAN-IFRA India 2012, on September 26 and 27 at Pune, India (<http://www.wan-ifra.org/india2012>). The conference will address the challenges and opportunities for news publishers in the region and provide a direction into the future of the news publishing industry in the region.

WAN-IFRA South Asia, based in Chennai, India, manages services offered to the members and publishers in the South Asian region.

About WAN-IFRA

WAN-IFRA (www.wan-ifra.org), based in Paris, France, and Darmstadt, Germany, with subsidiaries in Singapore, India, Spain, France and Sweden, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries. Its core mission is to defend and promote press freedom, quality journalism and editorial integrity and the development of prosperous businesses.

For more information, please contact: Magdoom Mohamed, Managing Director, WAN-IFRA South Asia Pvt. Ltd., 54 K B Dasan Rd, SIET Administrative Building, 3rd Floor, Chennai 600 018, India (T:+91.44.4211 2893 F:+91.44.2435 9744). Email:infoindia@wan-ifra.org (or) Dr.Shahidul Alam, Managing Director, Drik Picture Library Ltd., House No.58, Road 15A, Dhanmondi Residential Area, Dhaka 1209, Bangladesh (T:+880.2.9120 125). Email:office@drik.net